

1962 INDEX
VOLUME 7, Nos. 1-4

INDEX BY AUTHOR

ROBINSON, EDWARD J.
 Teaching Machines as a Communications Tool
 (Book Review) *Fall*, p. 32

SCANLAN, ALFRED L.
 A Lawyer's View of the "Professional" Status of
 Public Relations Practitioners *Winter*, p. 2

SIMON, RAYMOND
 The Ivory Tower *Winter*, p. 32
 Spring, p. 18
 Summer, p. 22
 Fall, p. 30

SHOR, JACK
 Public Relations Oriented Scholarships on a Low Budget. *Winter*, p. 18

SULLIVAN, ALBERT J.
 What's Wrong With School Public Relations? *Fall*, p. 21

ZOLLO, BURT
 Setting Your Goals *Summer*, p. 2

INDEX BY TITLES

Book Reviews:

Bacon's Publicity Checker *Spring*, p. 36
 Communication Patterns and Incidents *Summer*, p. 35
 Dartnell Public Relations Handbook, The
 (Third Revised Edition) *Spring*, p. 37
 In Your Opinion *Winter*, p. 25
 Media for the Millions *Summer*, p. 35
 National Financial Publicists Directory, Fourth *Fall*, p. 37
 Organizations, Publications and Directories in the
 Mass Media of Communications *Spring*, p. 37
 Plain Talk About Public Relations *Spring*, p. 33
 Powerful Consumer, The *Winter*, p. 25
 Programed Instruction: What It Is and How It Works *Fall*, p. 32
 Programed Primer on Programing, A, Vol. I and II *Fall*, p. 32
 Public Relations Handbook, Second Edition *Fall*, p. 35
 Roster of Members, Counselor's Section of the
 Public Relations Society of America, 1962-1963 *Fall*, p. 37
 Servants of Power, The *Winter*, p. 25

32	Social Disorganization in America.....	Summer, p. 35
	Strategy of Desire, The.....	Winter, p. 25
	Teaching by Machine.....	Fall, p. 32
	Teaching Machines and Programed Learning.....	Fall, p. 32
2	Techniques of Working With the Working Press.....	Fall, p. 36
	Voice of the People.....	Spring, p. 34
	Who's Who in Public Relations (International) (Second Edition).....	Spring, p. 35
32	Your Future in Public Relations.....	Summer, p. 35

Articles:

**A LAWYER'S VIEW OF THE "PROFESSIONAL" STATUS OF
PUBLIC RELATIONS PRACTITIONERS**

Alfred L. Scanlan..... Winter, p. 2

ACCOUNTING REPORTS IN THE PUBLIC RELATIONS FIRM

Alfred G. Paulson..... Spring, p. 20

APPLIED SOCIAL SCIENCE, THE (Book Review)

Carol L. Hills..... Winter, p. 25

BROCHURE: FROM BROCHER, TO STITCH

Elmer Mauer..... Winter, p. 23

BUSINESS AND THE PUBLIC INTEREST (Book Review)

Carol L. Hills..... Spring, p. 33

CORPORATE SHAREHOLDERS: FRONTIER FOR PUBLIC RELATIONS

Tom Macy Hopkinson..... Fall, p. 2

CREDIBILITY: WHEN PUBLIC RELATIONS WORKS

Chester Burger..... Winter, p. 11

FOURTEEN TIPS ON PR PRESENTATIONS

Sam E. Gold..... Summer, p. 14

GENERALIST IN PUBLIC RELATIONS, THE (BOOK REVIEW)

Carol L. Hills..... Summer, p. 35

HOW PUBLIC RELATIONS CREATES TRAVEL MARKETS

Kenneth Koyen..... Summer, p. 24

INDEX, VOLUME 6, 1961..... Winter, p. 29

INTERNATIONAL COMMUNICATION BY TELEVISION

Sig Mickelson..... Spring, p. 2

IVORY TOWER, THE	
<i>Raymond Simon</i>	Winter, p. 32 Spring, p. 18 Summer, p. 22 Fall, p. 30
NEW VISTAS IN PUBLIC RELATIONS	
<i>Philip Lesly (An Interview)</i>	Spring, p. 7
PUBLIC RELATIONS IN MODERN SOCIETY	
<i>W. Howard Chase (An Interview)</i>	Fall, p. 12
PUBLIC RELATIONS ORIENTED SCHOLARSHIPS ON A LOW BUDGET	
<i>Jack Shor</i>	Winter, p. 18
PUBLIC RELATIONS' ROLE IN PROTECTING AND PROMOTING TRADEMARKS	
<i>Roy Parcels</i>	Summer, p. 8
SCANNING THE PROFESSIONAL JOURNALS	
<i>Donald W. Krimel</i>	Winter, p. 16 Summer, p. 20 Fall, p. 10
SETTING YOUR GOALS	
<i>Burt Zollo</i>	Summer, p. 2
TEACHING MACHINES AS A COMMUNICATIONS TOOL (BOOK REVIEW)	
<i>Edward J. Robinson</i>	Fall, p. 32
WHAT EVERY PR MAN SHOULD KNOW ABOUT ATTITUDE TESTING	
<i>Malthon M. Anapol</i>	Winter, p. 6

INDEX BY SUBJECT MATTER

ACCOUNTING	Spring, p. 20
CORPORATE	Spring, p. 23; Summer, p. 8
EDUCATION	Winter, p. 32; Spring, p. 18; Summer, p. 22; Fall, p. 21, 30
MEDIA	Spring, p. 2
PROFESSIONAL	Winter, p. 2, 11, 18; Spring, p. 7; Summer, p. 2, 14; Fall, p. 12
SOCIAL SCIENCES	Winter, p. 6, 16, 25; Summer, p. 20, 35; Fall, p. 10, 32
STOCKHOLDER	Fall, p. 2
TECHNICAL	Winter, p. 23, 25
TRAVEL	Summer, p. 24

.32
.18
.22
.30

.7

12

18

.8

16
20
10

2

32

6

20
8

30

2

2

5;

2

2

5

4